# UNIVERSITY OF NORTH TEXAS

**COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM**

**Fall 2025 8W- August 18 – October 10**

**EDEM 3240.402 Event Service Essentials**

**CLASS MEETING:**

Course: EDEM 3240

Section: 402 (8 weeks)

Online Course

**INSTRUCTOR CONTACT INFORMATION:**

Instructor: Dr. Joe O’Donnell   
Office Location: Chilton 359-e

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Phone: 832.334.9360 (cell)  
Office Hours: By appointment

**ZOOM Ofﬁce Hours:** Ofﬁce hours may be arranged by appointment.

# Course Description

Analysis of the factors to be considered in the successful management of corporate and association meetings, conferences, conventions, and special events. Topics studied will include those planning, organizing, inﬂuencing, controlling, and leadership functions associated with the event (special event), convention, meeting, and festival activities. Key topics include budgeting, marketing, arrangements, international considerations, crisis management, social responsibility, and ethics.

# Program Learning Outcomes (PLO):

1. Students will plan career goals and appropriate strategies for succeeding in the event and experience industries.
2. Students will develop analytical and quantitative skills using information technology to support business decisions in the event and experience industries.
3. Students will integrate event and experience management business principles to lead in diverse, collaborative, and global environments.
4. Students will apply innovative and imaginative methods in operating event and experience management businesses utilizing ethical and sustainable practices.
5. Students will demonstrate effective and efﬁcient communication skills in all settings.

# Course Objectives and Learning Outcomes

Upon successful completion of this course, the students will be able to:

1. Discuss the importance of the convention and event industry and its impact on the hospitality industry and understand the traits of a successful event planner. (PLO 1)
2. Familiarize students with event design structure, goals, purpose of the events industry and the seven steps to creating a successful event. (PLO 1)
3. Examine the factors to consider when deciding if the client’s vision for an event is possible and apply the steps to creating a successful event. (PLO 2)
4. identify and understand the current event, meeting and convention trends and examine their impact on event theme and tone. (PLO 3)
5. Assess and manage risk as it relates to event operations and professional meeting management. (PLO 4)
6. Acknowledge and adhere to the safety regulations when planning an event. (PLO 4)
7. Design and present a ﬁctitious social event using the UNT CoLab as the venue, complete with a detailed budget, timeline, the food and beverage components, and the overall aesthetics of the event. (PLO 5)

**Required Texts and Materials**

For this course, you are required to purchase *E.P.I.C.* resources (software access) from E.P.I.C. directly. The cost for this is $120.00 and the instruction letter is on CANVAS.

*E.P.I.C.* (Event Planners Intensive Course) is **The Event U**’s online corporate event planning course for busy professionals who need more flexibility in their training. It delivers lessons, tools, real-life stories, and case studies that convey the critical information you need to be a successful event planner. What makes the program unique is the fun, flexible format used to deliver training materials. ***E.P.I.C.*** ensures you will understand how to produce effective, engaging corporate events, product launches, employee recognition events, customer appreciation events, milestone events… and more!

# Course Assignments/Assessments

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| --- | --- |
| **Assignment/Assessments** | **Points Possible** |
| Quizzes  1 Quiz per lesson (15) | 650 |
| Event Design Project | 150 points |
| Exams (2 at 100 points each)  Midterm Chapters 1-7  Final Chapters 8-15 | 200 points |
| **Total Points Possible** | **1000 points** |

**Grading Scale**

A = 90 - 100%

B = 80– 89.9%

C = 70 – 79.9%

D = 60 – 69.9%

F = 0 -- 59.9%

# Quizzes

There will be an online quiz for every chapter/module that we cover in this course. Online quizzes will be announced at the end of class to be completed before the next class. If you missed the time window (online) when the quiz is given to take a quiz you will not be allowed to make it up.

# Exams

There will be 2 exams of 100 points each. The format of the exams including the number of questions will be discussed closer to exams. However, students should expect multiple choice, True

and False, and matching. Exam questions will come from the quizzes, any other materials assigned, and lectures.

**Event Design Project**

Throughout this course we will cover the 7 steps to a successful event in detail and this project will be your opportunity to utilize them. You will develop a plan that will include written descriptions and photos of examples. This project will combine many event planning skills and knowledge that we discuss throughout the semester with real world application. Each student will need to develop an event. The written portion of this project and the Event Design Board will be due at the same time and must be submitted through Coursera.

IMPORTANT: Please fully utilize the concepts, approaches, and tools presented in the lectures and in the Weekly Lessons. You have a lot of latitude and freedom to show your creativity and ingenuity in this project.

Each student will be given a $20,000 budget and all the details are up to the student to decide. Theme, feel, design, determine attendees, determine the reason for the event...etc.

Please look at the grading details for project speciﬁcs. Guidelines will be provided in advance regarding all aspects of the project.

Event Design Project:

Part 1: Identiﬁcation of the Event (25 Points)

Part 2: Final Report: Who, What, When, Where & Why (100 Points) Part 3: Design an Event Mood Board (25 Points)

# Tentative Weekly Course Schedule

*\*\* Signiﬁes quizzes, assignments & exams*

|  |  |
| --- | --- |
| **Week** | **Topic** |
| **Week 1**  August 18 – August 24 | Syllabus overview and course introduction Chapter 1 Becoming a Successful Event Planner  Chapter 2 Growing Your Client List  \*\*Quiz Covering Chapters 1 & 2 Due on Sunday, August 24 |
| **Week 2**  August 25 – August 31 | Chapter 3 Seven Steps for a Successful Event Chapter 4 An Event for Every Goal  \*\*Quiz Covering Chapters 3 & 4 Due on Sunday, August 31 |

|  |  |
| --- | --- |
| **Week 3**  September 1 – September 7 | Chapter 5 Budgeting and Pre-Event Planning Chapter 6 Selecting and Inspecting Your Venue Chapter 7 Creating the Right Vibe for Indoor Events  \*\*Quiz Covering Chapters 5, 6 & 7 Due on Sunday, September 7  \*\*Event Design Project Details Due September 7 |
| **Week 4**  September 8 – September 14 | **\*\*Midterm Exam (Chapters 1-7)** on Monday,9/8 to Sunday 9/14  Chapter 8 Understanding the Complexities of Outdoor Events Chapter 9 Killer Events in Funky Spaces  \*\*Quiz Covering Chapters 8 & 9 Due on Sunday, September 14 |
| **Week 5**  September 15 – September 21 | Chapter 10 Food and Drink Chapter 11 Winning Entertainment  \*\*Quiz Covering Chapters 10 & 11 Due on Sunday, September 21 |
| **Week 6**  September 22 – September 28 | Chapter 12 Event Planning Risk & Safety Chapter 13 When Disaster Strikes  Chapter 14 An Event Planner’s Most Precious Commodity  \*\*Quiz Covering Chapters 12, 13 & 14 Due on Sunday, September 28 |
| **Week 7**  September 29 – October 5 | Chapter 15 The Changing Landscape of Event Planning  \*\*Quiz Covering Chapter 15 Due on Sunday, October 5 |
| **Week 8**  October 5 – October 10 | \*\****Event Design Project Parts 1&2 Due* on Monday, October 6**  **\*\*Final Exam (Chapters 8-15) Opens 10/6 and closes on Friday, October 10** |

# Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

* While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language based on race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal, or state law will not be tolerated.
* Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
* Ask for and use the correct name and pronouns for your instructor and classmates.
* Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
* Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
* Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
* Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difﬁcult to interpret digitally.
* Avoid using “text-talk” unless explicitly permitted by your instructor.
* Proofread and fact-check your sources.
* Keep in mind that online posts can be permanent, so think ﬁrst before you type.

See these [Engagement Guidelines](file:///C:\Users\mo072\Documents\Engagement%20Guidelines) (https://clear.unt.edu/online-communication-tips) for more information.

# UNT Policies

**Academic Integrity Policy**

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A ﬁnding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. [Insert speciﬁc sanction or academic penalty for speciﬁc academic integrity violation.]

# ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must ﬁrst register with the Ofﬁce of Disability Accommodation (ODA) to verify their eligibility. If a disability is veriﬁed, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s speciﬁc course needs. Students may request accommodations at any time; however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the [ODA website](https://disability.unt.edu/) (<https://disability.unt.edu/>).

# Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

# Emergency Notiﬁcation & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, ﬁres, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

# Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe

electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information.

# Acceptable Student Behavior

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, ﬁeld trips, etc. Visit UNT’s [Code of Student Conduct](https://deanofstudents.unt.edu/conduct) (https://deanofstudents.unt.edu/conduct) to learn more.

# Access to Information - Eagle Connect

Students’ access points for business and academic services at UNT is located at: [my.unt.edu](https://my.unt.edu/). All ofﬁcial communication from the University will be delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail [Eagle](https://it.unt.edu/eagleconnect) [Connect](https://it.unt.edu/eagleconnect) (https://it.unt.edu/eagleconnect).

# Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IA System Notiﬁcation" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a conﬁrmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://spot.unt.edu/) (<http://spot.unt.edu/)> or email [spot@unt.edu.](mailto:spot@unt.edu)

# Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination based on sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by ﬁling protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Ofﬁce at 940-565- 2648. Additionally, alleged sexual misconduct can be non-conﬁdentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

# Important Notice for F-1 Students taking Distance Education Courses

**Federal Regulation**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) ([http://www.ecfr.gov/).](http://www.ecfr.gov/)) The speciﬁc portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination, or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally with television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

# University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Ofﬁce. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Ofﬁce (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clariﬁcation before the one-week deadline.

# Student Veriﬁcation

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity veriﬁcation in distance education courses.

See [UNT Policy 07-002 Student Identity Veriﬁcation, Privacy, and Notiﬁcation and Distance Education](https://policy.unt.edu/policy/07-002) [Courses](https://policy.unt.edu/policy/07-002) (https://policy.unt.edu/policy/07-002).

# Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student’s permission unless all the following criteria are met:

* The work is used only once.
* The work is not used in its entirety.
* Use of the work does not affect any potential proﬁts from the work.
* The student is not identiﬁed.
* The work is identiﬁed as student work.

If the use of the work does not meet all the above criteria, then the University ofﬁce or department using the work must obtain the student’s written permission.

Download the UNT System Permission, Waiver and Release Form

# Transmission and Recording of Student Images in Electronically Delivered Courses

* 1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
  2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
  3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notiﬁcation is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

# Academic Support & Student Services Student Support Services

**Mental Health**

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

* + - [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
    - [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
    - [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)
    - [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

(https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

* + - [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

(https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

# Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

* + - [UNT Records](https://registrar.unt.edu/transcripts-and-records/update-your-personal-information)
    - [UNT ID Card](https://sfs.unt.edu/idcards)
    - [UNT Email Address](https://sso.unt.edu/idp/profile/SAML2/Redirect/SSO%3Bjsessionid%3DE4DCA43DF85E3B74B3E496CAB99D8FC6?execution=e1s1)
    - [Legal Name](https://studentaffairs.unt.edu/student-legal-services)

*\*UNT euIDs cannot be changed at this time. The collaborating ofﬁces are working on a process to make this option accessible to UNT community members.*

# Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don’t assume someone’s name, we should also ask and not assume someone’s pronouns. You can [add your pronouns to your Canvas account](https://community.canvaslms.com/docs/DOC-18406-42121184808) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

* [What are pronouns and why are they important?](https://www.mypronouns.org/what-and-why)
* [How do I use pronouns?](https://www.mypronouns.org/how)
* [How do I share my pronouns?](https://www.mypronouns.org/sharing)
* [How do I ask for another person’s pronouns?](https://www.mypronouns.org/asking)
* [How do I correct myself or others when the wrong pronoun is used?](https://www.mypronouns.org/mistakes)

# Additional Student Support Services

* + - Registrar (https://registrar.unt.edu/registration)
    - [Financial Aid](https://financialaid.unt.edu/) (https://ﬁnancialaid.unt.edu/)
    - [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
    - [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
    - [Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)
    - [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
    - [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
    - [UNT Food Pantry](https://deanofstudents.unt.edu/resources/food-pantry) (https://deanofstudents.unt.edu/resources/food-pantry)

# Academic Support Services

* + - [Academic Resource Center](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
    - [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
    - [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
    - [Writing Lab](http://writingcenter.unt.edu/) (<http://writingcenter.unt.edu/>)